

Title (en)

DETERMINATION OF ATTRIBUTES BASED ON PRODUCT DESCRIPTIONS

Title (de)

BESTIMMUNG VON AUF PRODUKTBESCHREIBUNGEN BASIERENDEN ATTRIBUTEN

Title (fr)

DETERMINATION D'ATTRIBUTS SUR LA BASE DE DESCRIPTIONS DE PRODUITS

Publication

EP 1493118 A1 20050105 (EN)

Application

EP 03727620 A 20030410

Priority

- GB 0301567 W 20030410
- US 11966502 A 20020410

Abstract (en)

[origin: US2010153187A1] Relative to a given product or products, one or more attributes and, for each attribute, a plurality of possible attribute values, are defined. For a given product and attribute, one or more descriptions of the product are obtained and analyzed to determine the correspondence of the description(s), and hence the product itself, to each of the plurality of possible attribute values. In one embodiment, this analysis is based on previously-labeled training data. A knowledge base can be populated with information identifying the products and their correspondence to the plurality of possible attribute values for each attribute. This technique may be used to develop a profile of an entity, which in turn may be used to develop appropriate marketing messages or recommendations for other products.

IPC 1-7

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IPC 8 full level

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CPC (source: EP US)

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